

WEATHER.

When it goes wild, it towers over the rest of the news.
When it behaves, it's still the one story everybody's interested in.

Every day.

How's your coverage?

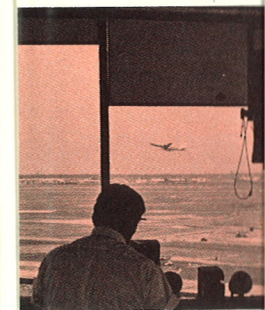
Tops, if you're on the ESSA Weather Wire Service.

The Other Wire.

ESSA Weather Wire keeps you on top of news in the natural world, where it breaks faster and comes closer to home than most events in the socio-politico-economic

one. It broadens your daily coverage, and provides constantly renewed material that translates into fascinating radio and television weather-show formats and features, as well as spot news for papers.

Journalism is mostly public service, and this is where the ESSA Weather Wire more than pays its way. When the crunch comes—in the form of a severe storm, tornado, hurricane, flood, winter storm, drought, fire hazard, fruit-killing freeze, or whatever—the Other Wire makes you the main link between the experts and the people in threatened areas. This is the kind of public service you measure in lives and property preserved.



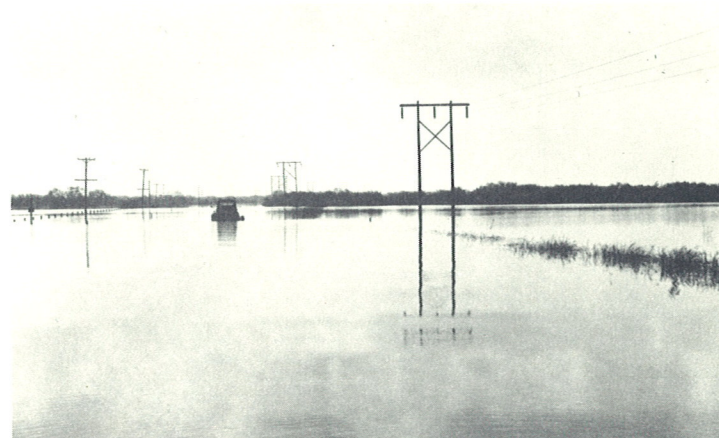


provides con-
to fascinating
and features,

this is where
s way. When
orm, tornado,
hazard, fruit-
e makes you
ne people in
c service you

A typical ESSA Weather Wire circuit carries these types of weather information:

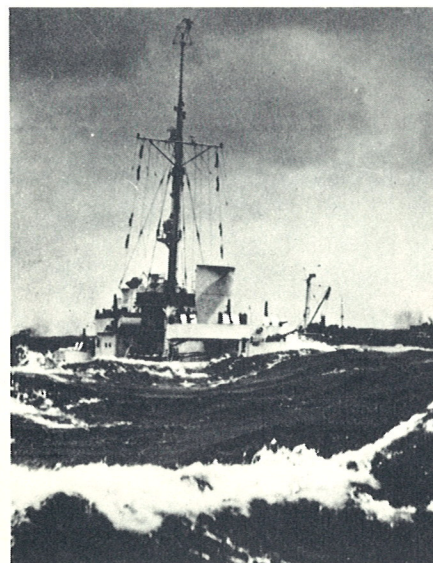
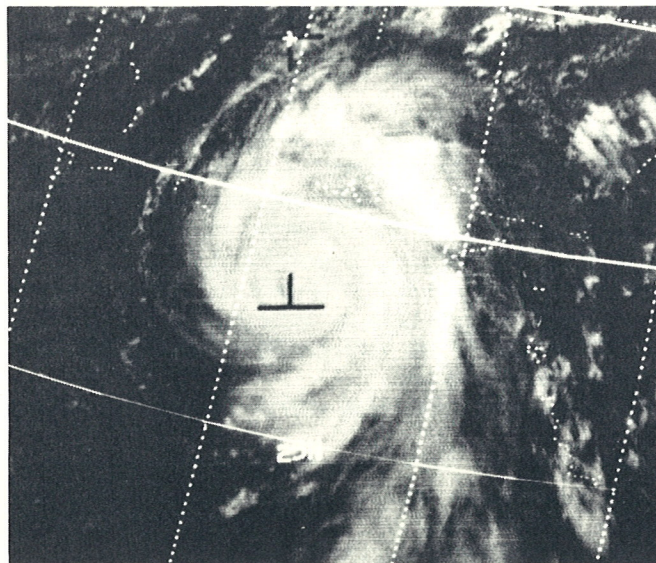
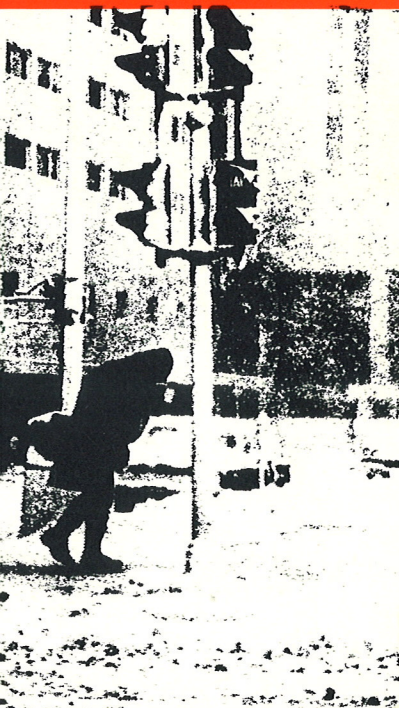
- National weather summary (four times daily)
 - National temperature and precipitation tables (twice daily)
 - Foreign temperature and precipitation tables
 - Tropical weather outlooks (seasonal)
 - Extreme temperature forecasts (for shippers)
 - Fallout wind forecasts
 - National flood summaries
 - Regional and state weather summaries
 - National temperature roundups (four times daily)
 - State forecasts
 - Zone forecasts
 - Coastal and marine forecasts
 - Fire-weather forecasts
 - State weather roundups
 - State temperature and precipitation tables
 - Extended outlooks
 - Agricultural weather advisories
 - Agricultural weather summaries
 - Agricultural weather forecasts
 - Extended agricultural weather outlooks
 - Agricultural observations summaries
 - Fruit-frost forecasts
 - Thirty-day agricultural weather outlooks
 - River reports
 - River stage forecasts
 - Area rainfall reports
 - Boating advisories
 - Local forecasts
 - Climatological data
 - Hourly weather reports
 - Lake and reservoir stages and forecasts
 - Radar weather summaries
 - Recreational outlooks
- Different regions run different schedules, depending on the needs of the people and the ESSA Weather Wire subscribers in their area.



Wh

T
long
med
stat
This
whe
T
this
rece
from

THE OTHER WIRE



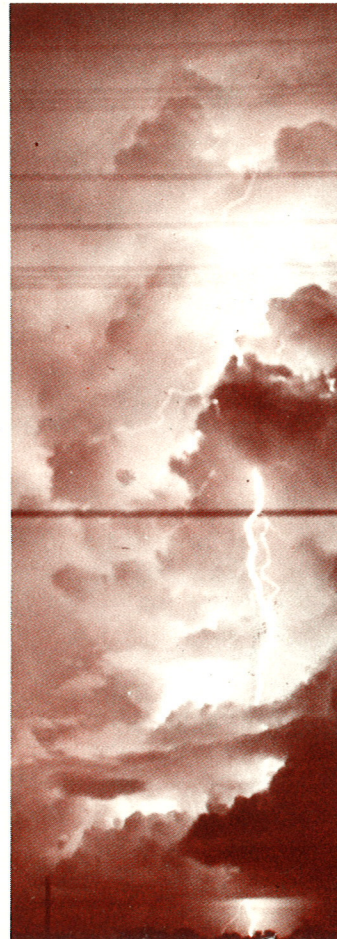
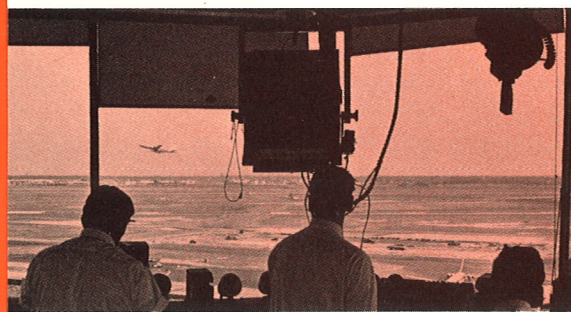
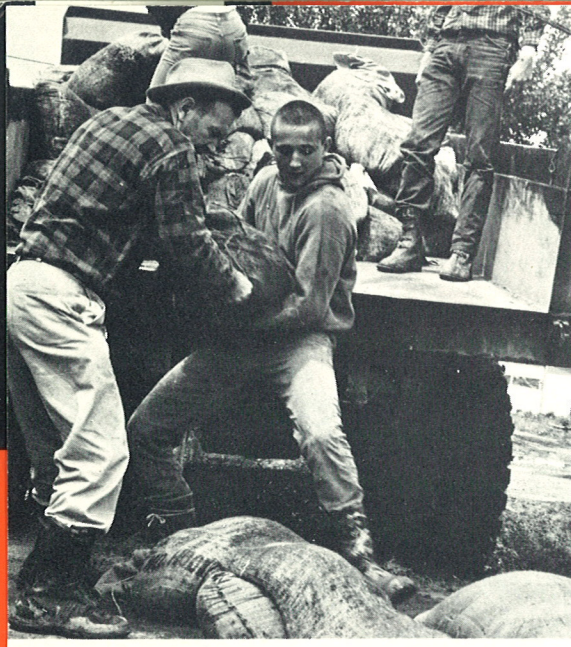
Who pays, and for what?

The ESSA Weather Bureau, as a public service, pays the long-line mileage into any community having a mass media subscriber: a daily newspaper, commercial radio station, or commercial or educational television station. This helps move urgent warning messages to the points where they can do the most people the most good.

The subscriber pays for the installation at his end of this information pipeline. This means that he leases a receive-only local-channel teletypewriter and a control unit from the telephone company serving his community.

A positive alerting device is available, and highly recommended. With this attachment, urgent watch and warning messages trigger an alarm, and help you lengthen your community's gift of time during weather emergencies.

The positive alerting feature also permits you to tune your ESSA Weather Wire output to the needs of your audience. For example, where a big interest in marine activities and a large involvement in agriculture are separated by a coastal mountain range, subscribers on the ocean side like to tune out some of the agricultural weather, and those on the inland side like to screen some of the marine material.



ESSA Weather Wire is part of the nationwide Natural Disaster Warning (NADWARN) system, providing direct, hard-copy teletypewriter links between Weather Bureau offices and mass news disseminators. It is a national system with regional, state, and local focus.

As more state-wide and area-wide circuits are installed, this wire will be available to some 6,500 radio stations, 800 television stations, and 1,700 newspapers in 3,000 American communities.

What does the Other Wire carry? Everything, weather-wise.

ESSA Weather Wire transmissions are high-priority items in the Weather Bureau offices where they begin. As soon as the forecaster gets his summary together it goes out on the ESSA Weather Wire circuit **first**.

Top priority at all times belongs to severe weather information—timely warnings of an atmospheric bludgeon swinging toward some lives somewhere in your area, or of a swollen river moving in to sink your town.

After severe weather messages, priority goes to regularly scheduled items. Schedules change from place to place across the United States, depending on the season, the climate, and the audience—some areas have more agriculture, some more industry, some have a big pollution or pollen problem, some are home for thousands of frail and ocean-going craft, some are hubs for civil aviation. Lots of differences, which are what keep the ESSA Weather Wire interesting.



How much does it cost?

Rates for getting set up to subscribe to the Other Wire vary from region to region and from one telephone company to another. Ask your local telephone company about costs. In communities which already have a mass media subscriber, other subscribers—for example, school systems and utilities companies—can come in for similar charges. Where there is no mass media subscriber, these subscribers must also pay the long-lines mileage cost.

U.S. DEPARTMENT OF COMMERCE
Environmental Science Services Administration

ESSA/PI 700019
1970



A UNITED STATES
DEPARTMENT OF
COMMERCE
PUBLICATION



U.S. DEPARTMENT
OF COMMERCE
Environmental
Science
Services
Administration

THE OTHER WIRE

